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Broadcasting Feb 23

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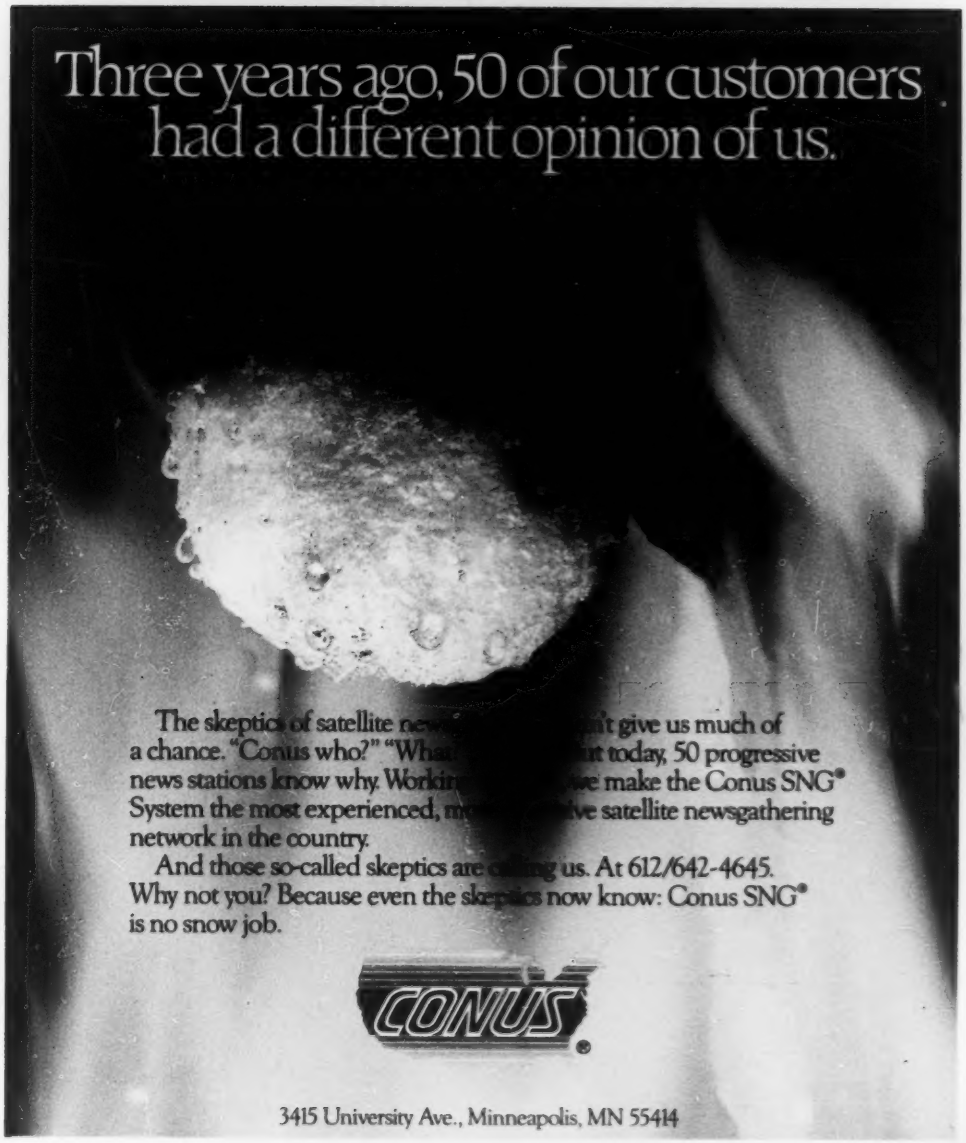

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Vol. 112 No. 8

Broadcasting Feb 23

Searching for FCC candidates
TV market revenue projections
Texas Cable Show coverage

LINING UP □ There is growing list of names to take over FCC seat of departing FCC Chairman Mark Fowler. **PAGE 35.**

AMERIKAN TALE □ Shares for ABC mini-series, *Amerika*, drop as week progresses. **PAGE 35.**

RENEWAL EXPECTATIONS □ Tauke-Tauzin introduce bill that would afford broadcasters license renewal protection. **PAGE 37.**

PILOT PARADE □ NBC places order for 31 pilots for fall season. **PAGE 38.**

TEXAS SHOW □ Latest FCC actions regarding syndicated exclusivity, compulsory license and must carry are focus of Texas show. **PAGE 39.**

MOMENTUM □ More stations, including first network O&O's, accept condom ads. **PAGE 41.**

GETTING THE WORD □ Intelsat board hears report on financial irregularities. **PAGE 42.**

HDTV FALLOUT □ ABC, NBC join other group owners in asking FCC to explore what high-definition TV will do to local broadcast service. **PAGE 46.**

DEBATE DEBATE □ Republican and Democratic National Committees announce formation of commission to sponsor presidential debates. **PAGE 47.**

ALL THE NEWS... □ New York seminar focuses on balancing the bottom line and the news in network news divisions. **PAGE 50.**

MARKET GROWTH □ Frazier, Gross, Kadlec television market revenue projections predict 12% increase per year, on average, through 1992. **PAGE 51.**

BRIGHT FUTURE □ TCI executives present rosy state-of-the-company report to security analysts. **PAGE 54.**

CAPITAL CONVENTION □ Representatives of state broadcaster associations converge on Washington for annual leadership conference. **PAGE 59.**

DOLLAR-COST AVERAGING □ Rand Corp. report suggests Intelsat switch to route-by-route pricing. **PAGE 59.**

PRICING PRACTICES □ People meter introduction expected to throw wrench into network guarantees on ratings. **PAGE 67.**

AD FIGHT □ Advertising industry representatives mobilize against Synar bill that would ban advertising of all tobacco products. **PAGE 68.**

SIGNING OFF □ Garrison Keillor announces his departure from *A Prairie Home Companion*. **PAGE 70.**

SIGNED AND SEALED □ Grant Tinker/Gannett production company and CBS sign development deal. **PAGE 75.**

MORNING MAN □ Steve Friedman, executive producer of NBC's *Today* show, is riding happily atop a profitable ratings leader. **PAGE 95.**

INDEX TO DEPARTMENTS

Advertising & Marketing 67	**Datebook** 26	**In Brief** 96	**Programing** 70
Business 51	**Editorials** 98	**Journalism** 47	**Riding Gain** 58
Business Briefly 17	**Fates & Fortunes** 91	**The Media** 59	**Stock Index** 82
Cablecastings 10	**Fifth Estater** 95	**Monday Memo** 24	**Syndication Marketplace** ... 72
Changing Hands 64	**For the Record** 76	**Open Mike** 31	**Technology** 46
Closed Circuit 7			

INDEX TO ADVERTISERS: Access Syndication 28-29 □ Americom 4, 66 □ Blackburn & Co., Inc. 64 □ Blair Entertainment 22-23 □ Blair Television 43 □ Broadcast Electronics, Inc. 20 □ Broadcast Investment Analysts 17 □ Butcher & Singer, Inc. 79 □ Chapman Associates 27, 77 □ Classified Ads 83-90 □ Communications Equity Associates 32-33 □ Continental Electronics 58 □ Conus Front Cover □ R.C. Crisler & Co., Inc. 68 □ Cycle-Sat Satellite Couriers Third Cover □ DFS-Dorland Program Exchange 11, 12-13, 14-15 □ The Discovery Channel 48-49 □ Charles C. Earls & Associates, Inc. 75 □ The First Boston Corp. 60-61, 62-63 □ Greenwood Performance Systems 78 □ Hogan-Feldman, Inc. 74 □ Home Shopping Network Fourth Cover □ International Assn. of Satellite Users and & Suppliers 25 □ Jampro Antennas, Inc. 16 □ H.B. La Rue 67 □ R.A. Marshall & Co. 70 □ George Moore & Associates, Inc. 76 □ Morgan Stanley & Co., Inc. 56-57, 71 □ NBC Radio Network 44-45 □ Professional Cards 81 □ Rational 34 □ Cecil L. Richards, Inc. 65 □ Salomon Brothers, Inc. 73 □ Seltel 6 □ Services Directory 80 □ SESAC 21 □ Shearson Lehman Brothers, Inc. 69 □ SONY Broadcast 18-19 □ Transtar Second Cover/3 □ United Church of Christ, Office of Communication 55 □ United Press International 50A/50H □ Viacom 8-9 □ Wertheim Schroder & Co., Inc. 72 □ World Wide Bingo, Inc. 26

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EXCLUSIVE PROJECTIONS

TV station revenue to average 12% growth by 1992

Frazier Gross & Kadlec study tracks 150 markets; sees Los Angeles becoming number one market in spot and local ad revenue

Television station revenue from 1987 to 1992 should grow 12.5% on average, according to projections made by the consulting and appraisal firm of Frazier Gross & Kadlec, which last week completed a survey of all television markets with three or more stations (149) markets which was released exclusively to BROADCASTING. A pick-up in inflation and a rebound in oil prices should both help market revenue increase during the next five years, said Charles Kadlec, FG&K president of the Washington-based firm.

By 1992 Los Angeles should have surpassed New York as the number-one market for local and spot television revenue (what it calls nonnetwork) with $1,524,300,000, according to FG&K. New York would weigh in at $1,389,600,000, followed by Chicago with $740 million. FG&K projects all markets will grow, with compound annual growth rates varying between 8.5% and 17%.

"The difficult thing to get a handle on in each market is competitive pricing," Kadlec said. "If stations are more interested in market share, prices may be driven down to the detriment of market revenue." He said FG&K is assuming that inventory will not be significantly changed, either by 15-second commercials becoming the "standard" at the local level or by the entry of new stations in the market.

In general the historical increase of television station revenue as a percentage of retail sales should continue, he added. The FG&K president said that trend would be encouraged by recent mergers and acquisitions which brought in new owners who would be "more aggressive in going after local sales." He cited as an example of this phenomenon Nashville, where television revenue as a percentage of retail sales increased "dramatically," between the late 1970's and the early 1980's. The range of the ratio goes from Los Angeles, where television revenue accounts for 0.86% of retail sales to Odessa-Midland, Tex., where the ratio is 0.25%. New York has a ratio of 0.61%, and Chicago, 0.75%. By 1992, FG&K projects that two markets will have surpassed a ratio of 1%: Phoenix and Los Angeles, both with 1.04%.

Kadlec predicted that between 1987 and 1992 there will be two peak years—containing both the elections and the Olympics.

FG&K's estimates of market revenues and projected retail sales along with the ratio of nonnetwork revenue as a percent of those retail sales follow:

Net nonnetwork market revenue projections (Dollars in millions)

	1986	1987	% chg	1992	5-yr annual growth
Abilene-Sweetwater, Tex.	$6.6	$7.1	8.0%	$12.2	$11.5
Albany-Schenectady-Troy, N.Y.	38.0	40.7	7.0	67.0	10.5
Albuquerque	40.7	44.8	10.0	80.7	12.5
Amarillo, Tex.	10.0	10.6	6.0	17.9	11.0
Anchorage	14.8	16.7	12.5	31.4	13.5
Atlanta	169.7	190.9	12.5	367.5	14.0
Augusta, Ga.	15.0	16.5	10.0	31.1	13.5
Austin, Tex.	36.9	39.8	8.0	73.3	13.0
Bakersfield, Calif.	12.7	14.3	12.0	25.7	12.5
Baltimore	104.0	113.8	9.5	196.2	11.5
Bangor, Me.	8.3	9.1	10.0	16.8	13.0
Baton Rouge	25.5	27.1	6.0	45.6	11.0
Beaumont-Port Arthur, Tex.	12.1	12.7	5.0	20.4	10.0
Billings-Hardin, Mont.	5.5	5.8	7.0	9.0	9.0
Binghamton, N.Y.	9.6	10.5	9.0	17.3	10.5
Birmingham, Ala.	42.1	45.7	8.5	73.6	10.0
Boise, Idaho	11.2	12.0	7.0	20.2	11.0
Boston	253.0	275.7	9.0	519.4	13.5
Bristol, Va.-Kingsport, Tenn.	15.1	16.5	9.0	27.8	11.0
Buffalo	54.6	60.6	11.0	97.6	10.0
Burlington, Vt.-Plattsburgh, N.Y.	19.5	21.7	11.0	39.9	13.0
Cedar Rapids-Waterloo, Iowa	17.0	18.3	8.0	29.5	10.0
Charleston, S.C.	20.4	22.4	10.0	41.3	13.0
Charleston-Huntington, W.Va.	25.8	27.9	8.0	47.0	11.0
Charlotte, N.C.	63.3	70.9	12.0	130.7	13.0
Chattanooga	20.1	22.4	11.0	40.3	12.5
Chicago	380.0	419.9	10.5	740.0	12.0
Cincinnati	85.2	92.0	8.0	158.6	11.5
Cleveland	120.6	130.3	8.0	224.5	11.5
Colorado Springs-Pueblo	20.6	22.2	8.0	39.1	12.0

Coming up short at Grant Broadcasting. A newspaper ad recently ran announcing that a securities firm was willing to buy and sell the privately placed securities of Grant Broadcasting System. A call to the firm, R.D. Smith & Co., disclosed that only half of face value was offered for GBS's senior second lien notes paying 14.5%. The reason for that market-maker's pessimism, as well as for the continuing hearings and discussion in Philadelphia bankruptcy court, were revealed in the broadcaster's preliminary year-end financial figures.

The just-released preliminary results for last year show that the three Grant stations took in net revenue of $36.2 million, which was $10.4 million below budget projections made at the beginning of 1986. Last year's revenue was even further behind earlier projections, made in the fall of 1985 when GBS was structuring its financing. At that time, net revenue of $55.8 million was forecast—that preliminary document also had GBS paying more for programing.

The results suggest that even if a promised $30-million line of credit, reportedly arranged with Allied Bank of Texas, had come through, GBS might still have run short of money to pay bills. Cash payments to creditors in 1986 alone totaled almost $40 million, or roughly $3 million more than revenue. GBS is scheduled to pay roughly $52 million cash to syndicators in this year and 1988. One in every five of those dollars is scheduled to be due Viacom International, although GBS has submitted to the bankruptcy court a yet-to-be-approved settlement that might reduce the Viacom liabilities by 10% and stretch the terms of payment.

Among the three GBS stations, only WGBS-TV Philadelphia, which started as planned in October of 1985, exceeded its revenue projections of $13.7 million and brought in roughly $15 million last year.

The biggest shortfall, as suspected, was at WGBO-TV Chicago, which instead of bringing in $21.7 million, took in just $8.3 million. Required cash payments in Chicago to program syndicators alone were several million dollars more than revenue.

The program syndicator payments, exluding anything else, would have placed all three stations several million dollars in the hole on a cash basis, except that GBS withheld payments beginning last fall. It had to meet additional expenses totalling $20.4 million for payroll and other operating expenses of engineering, promotion, sales, insurance and administrative. There was also $4 million in cash interest payments last year and programing produced by the stations, totalling $3.8 million.

	1986	1987	% chg	1992	5-yr annual growth
Columbia, S.C.	21.8	23.9	10.0	43.1	12.5
Columbia-Jefferson City, Mo.	6.9	7.7	12.0	13.0	11.0
Columbus, Ga.	12.8	14.1	10.0	26.0	13.0
Columbus, Ohio	60.6	65.5	8.0	112.9	11.5
Corpus Christi, Tex.	15.9	17.1	8.0	29.6	11.5
Dallas-Fort Worth	261.5	274.6	5.0	505.8	13.0
Davenport-Rock Island, Ill.	21.0	22.7	8.0	37.3	10.5
Dayton, Ohio	40.9	44.6	9.0	73.5	10.5
Denver	138.7	149.8	8.0	275.9	13.0
Des Moines, Iowa	22.0	24.2	10.0	40.7	11.0
Detroit	181.9	196.5	8.0	338.6	11.5
Duluth, Minn.-Superior,Wis.	8.1	8.5	5.0	12.8	8.5
El Paso	18.3	19.8	8.0	34.8	12.0
Erie, Pa.	9.8	10.6	8.0	18.7	12.0
Eugene, Ore.	12.1	12.9	6.5	20.3	9.5
Evansville, Ind.	16.9	18.6	10.0	29.9	10.0
Fargo, N.D.	11.8	12.4	5.0	18.7	8.5
Flint-Saginaw-Bay City, Mich.	31.3	33.8	8.0	57.0	11.0
Fort Myers-Naples, Fla.	21.6	24.8	15.0	50.0	15.0
Fort Wayne, Ind.	18.0	19.6	9.0	30.8	9.5
Fresno-Visalia, Calif.	39.3	43.2	10.0	77.9	12.5
Ft. Smith, Ark.	9.0	9.6	7.0	16.6	11.5
Grand Rapids-Kalamazoo, Mich.	43.4	47.3	9.0	81.5	11.5
Green Bay, Wis.	26.0	28.4	9.0	43.7	9.0
Greensboro-Winston Salem, N.C.	38.9	43.6	12.0	82.1	13.5
Greenville-New Bern, N.C.	15.8	17.6	11.0	29.6	11.0
Greenville-Spartanburg, S.C.	43.1	47.0	9.0	84.6	12.5
Harrisburg-York-Lancaster, Pa.	35.2	39.1	11.0	68.9	12.0
Hartford-New Haven, Conn.	99.1	112.5	13.5	207.2	13.0
Honolulu	40.6	42.9	5.5	72.2	11.0
Houston	188.8	198.3	5.0	357.3	12.5
Huntsville, Ala.-Decatur, Ga.	14.3	15.4	8.0	26.6	11.5
Idaho Falls, Pocatello	4.9	5.2	5.0	8.8	11.0
Indianapolis	89.3	95.5	7.0	168.3	12.0
Jacksonville, Fla.	48.3	53.2	10.0	98.0	13.0
Jackson, Miss.	18.3	19.7	8.0	34.8	12.0
Johnstown-Altoona, Pa.	12.0	12.7	6.0	19.9	9.5
Joplin, Mo.-Pittsburg, Kan.	8.9	9.7	10.0	15.7	10.0
Kansas City, Mo.	79.4	84.9	7.0	146.4	11.5
Knoxville, Tenn.	30.9	33.5	8.5	59.1	12.0
La Crosse-Eau Claire, Wis.	12.3	13.4	8.5	23.0	11.5
Lafayette, La.	14.0	14.7	5.0	22.6	9.0
Las Vegas	35.4	38.6	9.0	71.1	13.0
Lexington, Ky.	21.9	24.7	13.0	45.6	13.0
Lincoln-Hastings-Kearney, Neb.	16.1	17.4	8.0	29.4	11.0
Little Rock, Ark.	35.0	38.9	11.0	70.1	12.5
Los Angeles	716.2	809.3	13.0	1,524.3	13.5
Louisville, Ky.	43.1	46.5	8.0	76.7	10.5
Lubbock, Tex.	13.7	14.5	6.0	23.8	10.5
Macon, Ga.	11.0	12.2	10.5	21.9	12.5
Madison, Wis.	16.7	18.1	8.0	31.8	12.0
McAllen-Brownsville, Tex.	12.5	13.5	8.0	24.3	12.5
Medford, Ore.	6.7	7.3	8.5	12.5	11.5
Memphis	51.4	55.2	7.5	93.1	11.0
Miami	180.1	205.3	14.0	386.7	13.5
Milwaukee	74.9	80.9	8.0	136.2	11.0
Minneapolis-St. Paul	135.1	148.0	9.5	272.6	13.0
Mobile, Ala.-Pensacola, Fla.	30.2	33.6	11.0	59.1	12.0
Monroe, La.-El Dorado, Ark.	9.4	10.0	6.0	15.4	9.0
Montgomery, Ala.	14.4	15.1	5.0	25.5	11.0
Nashville	56.2	61.8	10.0	119.0	14.0
New Orleans	75.1	81.5	8.5	150.2	13.0
New York	694.7	771.1	11.0	1,389.6	12.5
Norfolk-Portsmouth-Newport News, Va.	49.2	53.4	8.5	94.1	12.0
Odessa-Midland, Tex.	10.0	10.5	5.0	17.7	11.0
Oklahoma City	60.1	63.1	5.0	111.3	12.0
Omaha	29.7	31.4	6.0	50.6	10.0
Orlando-Daytona Beach-Melbourne, Fla.	91.8	105.6	15.0	231.5	17.0
Pduch, Ky.-Cp Grardu, Mo.-Hrrisbrg, Ill.	14.4	15.1	5.0	23.8	9.5
Peoria, Ill.	14.3	15.3	7.0	24.7	10.0
Philadelphia	261.8	278.9	6.5	491.5	12.0
Phoenix	125.4	139.1	11.0	279.9	15.0
Pittsburgh	109.0	116.7	7.0	196.6	11.0
Portland, Ore.	82.8	90.2	9.0	166.3	13.0
Portland-Poland Springs, Me.	21.6	24.0	11.0	43.2	12.5
Providence, R.I.-New Bedford, Mass.	38.9	41.8	7.5	72.1	11.5
Raleigh-Durham, N.C.	47.1	51.3	9.0	90.4	12.0
Reno	13.6	14.8	9.0	26.7	12.5
Richmond, Va.	34.9	38.8	11.0	71.5	13.0
Roanoke-Lynchburg, Va.	23.1	25.6	11.0	45.2	12.0
Rochester, N.Y.	34.0	37.2	9.5	59.9	10.0
Rochester-Austin, Minn.-Mason City, Iowa	6.9	7.4	8.0	12.5	11.0
Rockford, Ill.	13.7	14.7	7.0	22.6	9.0
Sacramento-Stockton, Calif.	111.7	126.8	13.5	249.6	14.5
Salinas-Monterey, Calif.	25.5	27.5	8.0	47.4	11.5
Salt Lake City	61.6	67.2	9.0	123.8	13.0
San Antonio, Tex.	63.4	68.8	8.5	126.8	13.0
San Diego	75.4	86.7	15.0	174.3	15.0
San Francisco	322.6	354.9	10.0	668.5	13.5
San Juan, P.R.	83.8	88.0	5.0	132.4	8.5
Santa Barbara-Santa Maria, Calif.	13.2	14.7	12.0	28.4	14.0
Savannah, Ga.	12.9	14.4	11.0	26.5	13.0
Seattle-Tacoma, Wash.	135.4	147.6	9.0	271.9	13.0
Shreveport, La.-Texarkana, Tex.	22.3	23.6	6.0	41.7	12.0
Sioux City, Iowa	7.6	8.1	6.5	12.2	8.5
Sioux Falls-Mitchell, S.D.	13.8	15.2	10.0	26.8	12.0
South Bend-Elkhart, Ind.	15.8	17.4	10.0	27.4	9.5
Spokane, Wash.	22.5	24.7	10.0	42.6	11.5
Springfield, Mo.	14.2	15.2	7.0	25.6	11.0
Springfield-Decatur-Champlain, Ill.	19.4	20.6	6.0	32.4	9.5
St. Louis	113.5	124.9	10.0	210.5	11.0
Syracuse, N.Y.	24.2	26.2	8.0	43.1	10.5
Tallahassee, Fla.-Thomasville, Ga.	11.8	13.1	11.0	22.0	11.0
Tampa-St. Petersburg, Fla.	127.9	143.2	12.0	294.4	15.5
Terre Haute, Ind.	9.6	10.1	6.0	16.3	10.0
Toledo, Ohio	27.9	29.9	7.0	49.2	10.5
Topeka, Kan.	8.6	9.2	7.0	15.5	11.0
Traverse City-Cadillac, Mich.	7.0	7.3	5.0	11.8	10.0
Tucson, Ariz.	26.6	29.0	9.0	49.9	11.5
Tulsa, Okla.	37.7	40.7	8.0	70.1	11.5
Washington	198.0	215.8	9.0	406.6	13.5
Wausau-Rhinelander, Wis.	6.5	7.0	8.0	11.6	10.5
West Palm Beach-Fort Pierce, Fla.	41.3	45.2	9.5	83.3	13.0
Wichita Falls, Tex.-Lawton, Okla.	9.9	10.4	5.0	16.7	10.0
Wichita-Hutchinson, Kan.	31.7	34.3	8.0	56.5	10.5
Wilkes Barre-Scranton, Pa.	24.0	26.4	10.0	46.5	12.0
Wilmington, N.C.	11.9	13.0	9.0	21.4	10.5
Yakima, Wash.	10.5	11.2	7.0	18.5	10.5
Youngstown, Ohio	13.3	14.2	7.0	22.4	9.5

Retail sales projections (Dollars in millions)

Market	Estimated retail sales			Retail sales ratio	
	1987	1992	% chng	1987	1992
Abilene-Sweetwater, Tex.	$2,369	$3,554	8.44%	0.30	0.34
Albany-Schenectady-Troy, N.Y.	8,946	13,127	7.97	0.45	0.51
Albuquerque, N.M.	6,838	10,636	9.24	0.66	0.76
Amarillo, Tex.	3,213	4,602	7.45	0.33	0.39
Atlanta	25,321	40,258	9.72	0.75	0.91
Augusta, Ga.	3,134	4,785	8.83	0.53	0.65
Austin, Tex.	6,345	10,405	10.40	0.63	0.70

	1987	1992	% chg	1387	1992
Bakersfield, Calif	2,728	4,350	9.78	0.52	0.59
Baltimore	16,985	25,334	8.32	0.67	0.77
Bangor, Me	2,215	3,344	8.59	0.41	0.50
Baton Rouge	4,667	7,160	8.94	0.58	0.64
Beaumont-Port Arthur, Tex	3,084	4,389	7.31	0.41	0.46
Billings-Hardin, Mont	1,750	2,633	8.51	0.33	0.34
Binghamton, N.Y	2,430	3,509	7.62	0.43	0.49
Birmingham, Ala	7,484	10,956	7.92	0.61	0.67
Boise, Idaho	2,438	3,639	8.34	0.49	0.56
Boston	47,629	71,747	8.54	0.58	0.72
Bristol, Va.-Kingsport, Tenn	4,302	6,516	8.66	0.38	0.43
Buffalo, N.Y	9,138	12,558	6.57	0.66	0.78
Burlington, Vt.-Plattsburgh, N.Y	5,060	7,682	8.71	0.43	0.52
Cedar Rapids-Waterloo, Iowa	4,742	6,662	7.03	0.39	0.44
Charleston, S.C	3,607	5,540	8.96	0.62	0.74
Charleston-Huntington, W.Va	7,605	11,077	7.81	0.37	0.42
Charlotte, N.C	12,071	18,929	9.42	0.59	0.69
Chattanooga	4,918	7,312	8.25	0.45	0.55
Chicago	56,231	82,900	8.07	0.75	0.89
Cincinnati	12,435	18,700	8.50	0.74	0.85
Cleveland	25,907	37,365	7.60	0.50	0.60
Colorado Springs-Pueblo	3,855	6,001	9.26	0.58	0.65
Columbia, S.C	4,485	7,083	9.57	0.53	0.61
Columbia-Jefferson City, Mo	2,693	4,053	8.52	0.29	0.32
Columbus, Ga	2,502	3,703	8.16	0.56	0.70
Columbus, Ohio	11,421	17,253	8.60	0.57	0.65
Corpus Christi, Tex	3,605	5,329	8.13	0.48	0.55
Dallas-Fort Worth	32,662	51,022	9.33	0.84	0.99
Davenport-Rock Island, Ill	4,927	6,853	6.82	0.46	0.54
Dayton, Ohio	8,421	12,365	7.99	0.53	0.59
Denver	20,994	33,349	9.70	0.71	0.83
Des Moines, Iowa	6,140	8,920	7.75	0.39	0.46
Detroit	32,651	47,754	7.90	0.60	0.71
Duluth, Minn.-Superior,Wis	2,811	3,946	7.02	0.30	0.33
El Paso	3,701	5,631	8.75	0.53	0.62
Erie, Pa	2,635	3,811	7.66	0.40	0.49
Eugene, Ore	2,481	3,530	7.30	0.52	0.57
Evansville, Ind	4,757	7,199	8.64	0.39	0.42
Fargo, N.D	3,825	5,623	8.01	0.33	0.33
Flint-Saginaw-Bay City, Mich	7,887	11,194	7.25	0.43	0.51
Fort Myers-Naples, Fla	4,027	6,626	10.47	0.62	0.75
Fort Wayne, Ind	3,725	5,532	8.23	0.53	0.56
Fresno-Visalia, Calif	7,104	10,817	8.77	0.61	0.72
Fort Smith, Ark	2,054	3,074	8.40	0.47	0.54
Grand Rapids-Kalamazoo, Mich	10,353	16,144	9.29	0.46	0.50
Green Bay, Wis	5,532	7,997	7.65	0.51	0.55
Greensboro-Winston Salem, N.C	9,029	13,901	9.01	0.48	0.59
Greenville-New Bern, N.C	3,568	5,431	8.76	0.49	0.55
Greenville-Spartanburg, S.C	10,095	15,453	8.89	0.47	0.55
Harrisburg-York-Lancaster, Pa	9,477	14,236	8.48	0.41	0.48
Hartford-New Haven, Conn	17,356	25,886	8.32	0.65	0.80
Houston	29,773	44,526	8.38	0.67	0.80
Huntsville, Ala.-Decatur, Ga	3,788	5,651	8.33	0.41	0.47
Idaho Falls, Pocatello	1,809	2,707	8.40	0.29	0.32
Indianapolis	15,924	24,143	8.68	0.60	0.70
Jacksonville, Fla	7,431	11,373	8.88	0.72	0.86
Jackson, Miss	4,492	6,933	9.07	0.44	0.50
Johnstown-Altoona, Pa	3,901	5,228	6.03	0.32	0.38
Joplin, Mo.-Pittsburg, Kan	2,533	3,714	7.96	0.38	0.42
Kansas City, Mo	14,141	21,215	8.45	0.60	0.69
Knoxville, Tenn	7,404	11,443	9.10	0.45	0.52
La Crosse-Eau Claire, Wis	2,636	3,958	8.47	0.51	0.58
Lafayette, La	3,689	5,409	7.95	0.40	0.42
Las Vegas	5,090	8,609	11.08	0.76	0.83
Lexington, Ky	5,158	7,909	8.92	0.48	0.58
Lincoln-Hastings-Kearney, Neb	4,210	6,154	7.89	0.41	0.48
Little Rock, Ark	7,079	10,485	8.17	0.55	0.67
Los Angeles	94,207	145,970	9.15	0.86	1.04
Louisville, Ky	8,463	12,784	8.60	0.55	0.60
Lubbock, Tex	2,449	3,361	6.54	0.59	0.71

	1987	1992	% chg	1987	1992
Macon, Ga	2,745	4,141	8.57	0.44	0.53
Madison, Wis	4,137	6,250	8.60	0.44	0.51
McAllen-Brownsville, Tex	3,678	5,761	9.39	0.37	0.42
Medford, Ore	2,052	3,047	8.23	0.35	0.41
Memphis	10,286	15,286	8.25	0.54	0.61
Miami	26,197	41,008	9.38	0.78	0.94
Milwaukee	11,491	16,455	7.45	0.70	0.83
Minneapolis-St. Paul	25,580	39,364	9.00	0.58	0.69
Mobile, Ala.-Pensacola, Fla	7,395	11,724	9.65	0.45	0.50
Monroe, La.-El Dorado, Ark	2,463	3,427	6.83	0.41	0.45
Montgomery, Ala	2,896	4,194	7.69	0.52	0.61
Nashville	11,130	17,211	9.11	0.56	0.69
New Orleans	11,802	17,735	8.49	0.69	0.85
New York	126,454	187,981	8.25	0.61	0.74
Norfolk-Portsmouth-Newport News, Va	9,963	15,438	9.15	0.54	0.61
Odessa-Midland, Tex	4,282	7,080	10.58	0.25	0.25
Oklahoma City	12,859	19,981	9.21	0.49	0.56
Omaha	6,290	9,566	8.75	0.50	0.53
Orlando-Daytona Beach-Melbourne, Fla	14,412	23,629	10.39	0.73	0.98
Pduch, Ky.-Cp Grardu, Mo.-Hrnisbrg, Ill	4,843	7,082	7.90	0.31	0.34
Peoria, Ill	3,410	4,928	7.64	0.45	0.50
Philadelphia	50,942	76,401	8.44	0.55	0.64
Phoenix	16,495	26,918	10.29	0.84	1.04
Pittsburgh	18,110	24,693	6.40	0.64	0.80
Portland, Ore	13,890	21,331	8.96	0.65	0.78
Portland-Poland Springs, Me	6,369	9,835	9.08	0.38	0.44
Providence, R.I.-New Bedford, Mass	11,267	16,969	8.54	0.37	0.42
Raleigh-Durham, N.C	11,078	17,529	9.61	0.46	0.52
Reno	3,810	6,160	10.09	0.39	0.43
Richmond, Va	7,822	11,856	8.67	0.50	0.60
Roanoke-Lynchburg, Va	5,429	7,935	7.88	0.47	0.57
Rochester, N.Y	6,283	9,139	7.78	0.59	0.66
Rochester-Austin, Minn.-Mason City, Iowa	2,644	3,786	7.45	0.28	0.33
Rockford, Ill	3,207	4,681	7.86	0.46	0.48
Sacramento-Stockton, Calif	17,587	28,137	9.85	0.72	0.89
Salinas-Monterey, Calif	3,783	5,982	9.59	0.73	0.79
Salt Lake City	10,499	16,465	9.42	0.64	0.75
San Antonio, Tex	9,778	14,940	8.85	0.70	0.85
San Diego	16,001	26,262	10.42	0.54	0.66
San Francisco	46,856	71,847	8.92	0.76	0.93
Santa Barbara-Santa Maria, Calif	4,552	7,311	9.94	0.32	0.39
Savannah, Ga	3,663	5,666	9.12	0.39	0.47
Seattle-Tacoma, Wash	21,666	33,252	8.95	0.68	0.82
Shreveport, La.-Texarkana, Tex	6,086	8,878	7.85	0.39	0.47
Sioux City, Iowa	2,516	3,510	6.88	0.32	0.35
Sioux Falls-Mitchell, S.D	3,728	5,484	8.02	0.41	0.49
South Bend-Elkhart, Ind	5,065	7,679	8.68	0.34	0.36
Spokane, Wash	4,753	7,011	8.08	0.52	0.61
Springfield, Mo	4,276	6,497	8.73	0.36	0.39
Springfield-Decatur-Champlain, Ill	5,385	7,737	7.51	0.38	0.42
St. Louis	20,339	29,867	7.99	0.61	0.70
Syracuse, N.Y	6,060	8,838	7.84	0.43	0.49
Tallahassee, Fla.-Thomasville, Ga	2,636	4,044	8.93	0.50	0.54
Tampa-St. Petersburg, Fla	18,653	30,164	10.09	0.77	0.98
Terre Haute, Ind	2,726	3,998	7.96	0.37	0.41
Toledo, Ohio	7,724	11,380	8.06	0.39	0.43
Topeka, Kan	2,506	3,751	8.40	0.37	0.41
Traverse City-Cadillac, Mich	2,462	3,602	7.90	0.30	0.33
Tucson, Ariz	4,489	6,689	8.30	0.65	0.75
Tulsa, Okla	7,167	10,160	7.23	0.57	0.69
Washington	33,841	52,621	9.23	0.64	0.77
Wausau-Rhinelander, Wis	2,523	3,790	8.48	0.28	0.31
West Palm Beach-Fort Pierce, Fla	9,053	15,750	11.45	0.50	0.54
Wichita Falls, Tex.-Lawton, Okla	2,863	4,106	7.48	0.36	0.41
Wichita-Hutchinson, Kan	7,812	11,591	8.21	0.44	0.49
Wilkes Barre-Scranton, Pa	6,303	9,076	7.57	0.42	0.51
Wilmington, N.C	2,230	3,459	9.17	0.58	0.62
Yakima, Wash	2,745	3,979	7.70	0.41	0.46
Youngstown, Ohio	4,388	6,121	6.88	0.32	0.37

'Amerika' premiere pushes ABC to second

NBC took week 21 (ended Feb. 15), according to Nielsen, with an 18.3 rating/29 share. ABC overtook CBS to finish second for the week with a 15.6/24. CBS closed the week with a 15.0/23. The last time this season that ABC moved ahead of CBS into second place was premiere week, when ABC had a 15.1 rating and CBS had a 14.9. Last year, NBC took week 21 with an 18.2/27 over CBS's 17.3/26 and ABC's 15.4/23.

NBC Nightly News won the news ratings week with a 13.1/23, while CBS pulled a 12.5/22 and ABC a 10.5/18. Last year's news race closed in the following order: CBS 14.0/24, NBC 13.0/22 and ABC 12.8/21.

The HUT level (homes using television) was 64.2%, up from week 20's 63.7%. For the same period a year ago, the HUT was 65.9%.

In the season-to-date category, the three networks hold the following averages: NBC 17.9/28, CBS 16.1/25 and ABC 14.2/23.

The premiere of the mini-series, *Amerika*, on Sunday night, gave ABC enough power to take the night away from CBS, a first for ABC this season. The evening is a stronghold for CBS, which usually wins it with a 19 rating or better. ABC took Sunday with an 18.9/28.7 to CBS's 17.3/25.7. NBC's Sunday score was an 18.2/27.5. Part one of *Amerika* scored a 24.7/38, from 9 p.m. to 11:24 p.m. CBS ran with *Designing Women* (13.3/19), *Nothing is Easy* (10.0/14) and *Hard Copy* (8.6/13) from 9 to 11 p.m., while NBC ran a two-hour special, *Facts of Life Down Under*, which pulled a 21.4/32 for the same two hours.

NBC has stolen Sunday away only three times this season: week four with a 22.2/33.8, week seven with a 19.5/30 and week 20 with a 19.1/29.4.

In the final tally of nights for week 20, NBC took three nights—Monday, Thursday and Saturday. ABC also had three—Tuesday, Wednesday and Sunday. This left CBS with Friday night.

Monday night went to NBC with a 21.8/31.6. The conclusion of *The Two Mrs. Grenvilles* scored a 24.0/35 at 9-11 p.m., while ABC's movie, *The Last Fling*, had a 15.9/23.

On Tuesday, ABC aired a Carol Burnett special, *Carol, Carl, Whoopi and Robin* at 10-11 p.m. and pulled in a healthy 20.9/35, while NBC ran *Remington Steele*, scoring an 11.5/19. CBS broadcast a Charlie Brown special at 8-9 p.m. (9.2/14) and the movie, *Stillwatch* (14.7/23), for the balance of the night.

Wednesday's win by ABC came with a 17.8/26 for *Dynasty* at 9-10 p.m. and a 15.5/26 for *Hotel* at 10-11 p.m. *Dynasty* outperformed CBS's *Magnum, P.I.* (16.7/25) and NBC's half hour *Gimme a Break* (13.6/20) at 9-9:30 p.m. and the 30-minute *Tortellis* (11.6/17). *Hotel* edged out CBS's *Equalizer* (15.2/25) and NBC's *St. Elsewhere* (12.5/21).

Thursday went to NBC with a 27.3/42.0 over CBS's 13.0/20.1 and ABC's 11.5/17.6.

CBS took Friday with a 17.2/29.0, while NBC pulled a 14.5/24.7 and ABC an 11.3/19.3. At 8:30-9:30 p.m., ABC ran a special, *Emmanuel Lewis—My Very Own Special*. The hour-long telecast ranked 60th on the chart below, and pulled in an 11.3/19.

NBC took Saturday with an 18.0/30.5, sticking to its regular lineup. CBS aired the repeat, *Be My Valentine, Charlie Brown*, at 8-8:30 p.m. and ran the rebroadcast of the theatrical movie, "Star Wars," which pulled a 14.1/24 for its two-and-a-half-hour run. This gave CBS a 13.6/23.2 average for the night. ABC's lineup totaled 10.4/17.8 for the night.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	38.2/57
2.	Family Ties	NBC	36.2/54
3.	Cheers	NBC	27.4/41
4.	Murder, She Wrote	NBC	26.4/38
5.	Moonlighting	ABC	25.9/38
6.	Night Court	NBC	25.4/38
7.	Amerika, pt. 1	ABC	24.7/38
8.	Growing Pains	ABC	24.3/36
9.	Monday Night Movies	NBC	24.0/35
10.	Golden Girls	NBC	23.7/38
11.	60 Minutes	CBS	22.4/36
12.	Who's the Boss?	ABC	22.1/33
13.	Sunday Night Movie	NBC	21.4/32
14.	Carol Burnett Special	CBS	20.9/35
15.	Kate & Allie	CBS	20.5/29
16.	Dallas	CBS	19.5/32
17.	Matlock	NBC	19.3/29
18.	227	NBC	18.8/31
19.	Amen	NBC	18.7/31
20.	L.A. Law	NBC	18.3/30
21.	My Sister Sam	CBS	18.2/26
22.	Newhart	CBS	18.0/25
23.	Dynasty	ABC	17.8/26
24.	Knots Landing	CBS	17.7/29
25.	ALF	NBC	17.3/25
26.	Highway to Heaven	NBC	17.0/25
27.	Head of the Class	ABC	16.8/25
28.	Magnum P.I.	CBS	16.7/25
29.	Falcon Crest	CBS	16.5/29
30.	Perfect Strangers	ABC	16.4/25
31.	MacGyver	ABC	16.3/23
32.	Miami Vice	NBC	16.2/26
33.	Monday Night Movie	ABC	15.9/23
34.	Scarecrow & Mrs. King	CBS	15.6/26
34.	Hunter	NBC	15.6/28
36.	Hotel	ABC	15.5/26
36.	Our House	NBC	15.5/25
38.	Facts of Life	NBC	15.4/26
39.	Equalizer	CBS	15.2/25
40.	20/20	ABC	14.9/24
41.	Valerie	NBC	14.8/21
42.	Tuesday Movie	CBS	14.7/23
43.	Cavanaughs	CBS	14.4/21
44.	Easy Street	NBC	14.3/21
45.	Saturday Movie	CBS	14.1/24
46.	Crime Story	NBC	13.9/25
47.	Gimme A Break	NBC	13.6/20
48.	Simon & Simon	CBS	13.4/20
48.	Disney Doggone Valentine	NBC	13.4/23
50.	Designing Women	CBS	13.3/19
51.	Mike Hammer	NBC	13.1/19
52.	Colbys	ABC	13.0/19
53.	St. Elsewhere	NBC	12.5/21
54.	Disney Sunday Movie	ABC	12.4/19
54.	Webster	ABC	12.4/21
56.	Hill Street Blues	NBC	11.8/17
57.	Tortellis	NBC	11.6/17
58.	Remington Steele	NBC	11.5/19
59.	Starman	ABC	11.4/20
60.	Sidekicks	ABC	11.3/19
60.	Emanuel Lewis Special	ABC	11.3/19
62.	Charlie Brown, Valentine	CBS	11.2/19
63.	Spenser: For Hire	ABC	10.7/19
63.	Cagney & Lacey	CBS	10.7/16
65.	Sledge Hammer	ABC	10.5/18
66.	Mr. Belvedere Special	ABC	10.1/17
67.	Nothing Is Easy	CBS	10.0/14
68.	Ohara	ABC	9.6/16
69.	20th Ann., Charlie Brown	CBS	9.2/14
70.	Hard Copy	CBS	8.6/13
71.	Shell Game	CBS	8.0/12
72.	Our World	ABC	6.5/10

*indicates premiere episode

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er as a group of television stations to make a joint effort," she said. "We can't solve all the problems overnight, but it's a first step." Arbitron contributed to the cost of the study, but Nielsen chose not to participate. Nielsen officials could not be reached for comment.

When the results are released in late March, Los Angeles-area Spanish television stations will be watching closely for SRI's estimate of the market's Hispanic population, which they insist is underrepresented by Arbitron and Nielsen. Commercial stations, too, are likely to be keeping an eye out for cable levels. But poll takers warn that stations should not rely too heavily on cable level figures since cable pirates do not readily admit they receive the service.

SRI conducts a similar survey annually for the National Association of Broadcast-

also owns KWNO(AM) Winona, Minn. and WTCH(AM)-WOWN(FM) Shawano, Wis. Filed Feb. 5.

■ KXRA-AM-FM Alexandria, Minn. (AM: 1490 khz; 1 kw-D; 250 w-N; FM: 92.7 mhz; 3 kw; HAAT: 150 ft.)—Seeks transfer of control of KXRA Inc. from Marvette J. Hagevik and Mary E.K. Thompson to Robert E. Hines and his mother, Kathryn, for assumption of liabilities. Seller, Hagevik, also owns WRDN-AM-FM Durand, Wis. Buyers have no other broadcast interests. Filed Feb. 5.

■ WCHJ(AM)-WBKN(FM) Brookhaven, Miss. (AM: 1470 khz; 1 kw-D; FM: 92.1 mhz; 3 kw; HAAT: 285 ft.)—Seeks assignment of license from B.F. Gerald to Bogue Chitto Communication Co. for $350,000. Seller has no other broadcast interests. Buyer is owned by Thomas F. McDaniel, who also owns WCJU(AM) Columbia and WJDR(FM) Prentiss, both Mississippi. Filed Feb. 2.

■ WQIC(AM) Meridian, Miss. (1450 khz; 1 kw-U)—Seeks transfer of control from Stanleigh O. Torgeson and his wife, Dorothy to Larry D. Torgeson for $450,000. Sellers are parents of buyer. They have no other broadcast interests. Buyer owns new FM in Marion, Miss. Filed Feb. 4.

■ WKOR-AM-FM Starkville, Miss. (AM: 980 khz; 1 kw-D; FM: 92.1 mhz; 3 kw; HAAT: 500 ft.)—Seeks transfer of control of Charisma Broadcasting Co. from Charles B. Cooper and his wife, Wanda, to Donald R. DePriest for no consideration. Sellers, with buyer, own WFEZ(AM) Meridian, Miss., which they are also selling to buyer. Buyer has no other broadcast interests than those already mentioned. Filed Feb. 9.

■ KOSC(AM) Marshfield, Mo. (1510 khz; 250 w-D)—Seeks assignment of license from Ozark Summit Communications Inc. to Basil H. Price for $75,000. Seller is owned by John P. Thompson, who has no other broadcast interests. Buyer has no other broadcast interests. Filed Feb. 10.

■ KALM(AM) Thayer, Mo. and KAMS(FM) Mammoth Srings, Ark. (AM: 1290 khz; 1 kw-D; FM: 95.1 mhz; 75 kw; HAAT: 97 ft.)—Seeks assignment of license from Ozark Radio Network Inc. to K.A.M.S. Inc. for $310,000. Seller is owned by Robert F. Neathery, who also owns KWPM-AM-FM West Plains, Mo., and KUKU(AM) Willow Springs, Mo. Buyer is owned by Shawn Louise Neathery, grandaughter of seller. Her brother, Brett, will buy KUKU-(AM) and KWCJ-FM Willow Springs, Mo., for $313,000. Filed Feb. 6.

■ KUKU(AM)-KWCJ-FM Willow Springs, Mo. (AM: 1330 khz; 1 kw-D; FM: 100.1 mhz; 3 kw; HAAT: 437 ft.)—Seeks assignment of license from Woodridge Enterprises Inc. to One Hundred and One Communications for $163,000 for FM and $150,000 for AM. Seller is owned by Richard Neathery (see above). Buyer is owned by his grandson, Brett (see above). Filed Feb. 6.

■ KVEG(AM) North Las Vegas (1410 khz; 5 kw-D)—Seeks assignment of license from Roberts Communications Corp. to Noble House Communications Ltd. for $75,000. Seller is principally owned by Yolanda Naismith, and four others. It also owns WFXZ(FM) Sterling Heights, Mich. Buyer is owned by James E. Schultz and Howard Washer. It has no other broadcast interests. Filed Feb. 5.

■ WYSL(AM) Avon (Buffalo) N.Y. (1400 khz; 1 kw-U)—Seeks transfer of control of Radio Livingston Ltd. from Thomas G. Prescutti to Robert C. Savage and family for $1,600. Seller has no other broadcast interests. Buyers have interest in WVGI(TV) Charlotte Amalie, V.I. Filed Feb. 11.

■ WFBL(AM) Syracuse, N.Y. (1390 khz; 5 kw-U)—Seeks assignment of license from First Broadcasting Corp. to WFBL-Syracuse Inc. for $125,000. Seller is owned by MacMillan Ring-Free Oil Inc., headed by Kevin Foster, president. It also owns WSMB(AM) New Orleans. Buyer is owned by Donald Wilks and Michael Schwartz. It owns two AM's and four FM's. Filed Feb. 5.

■ WPET(AM)-WKSI(FM) Greensboro, N.C. (AM: 950 khz; 500 w-D; FM: 98.7 mhz; 100 kw; HAAT: 814 ft.—Seeks assignment of license from Robins Communications Inc. to WCCB-TV Inc. for $5.6 million. Seller is subsidiary of Richmond, Va.-based pharmeceutical manufacturer, A.H. Robins Co. It has no other broadcast interests. Buyer is Charlotte, N.C.-based group of six AM's, seven FM's and seven TV's owned by Cy N. Bahakel. Filed Feb. 11.

■ WHOH(FM) Cadiz, Ohio (106.3 mhz; 3 kw; HAAT: 264 ft.)—Seeks assignment of license from Cadiz Communications Inc. to Blair Broadcasting Inc. for $290,000. Seller is owned by Randall M. O'Grady, who has bo other broadcast interests. Buyer is owned by Donald Devorris. It also owns WEIR(AM) Weirton, W.Va. Filed Feb. 4.

■ WTPS(FM) Muncy, Penn. (103.9 mhz; 3 kw; HAAT: 209 ft.)—Seeks assignment of license from JKR Broadcasting Inc. to Pro Marketing Inc. for $498,000. Seller is owned by John A. Kennedy, who also owns WTPS(AM). Buyer is owned by Victor Michael and Joseph Kalie. It has no other broadcast interests. It recently sold WBNE(FM) Benton, Pa. to Holt Corp. (see "For the Record," Jan. 26). Filed Feb. 6.

■ WRGE(AM) Olyphant, Pa. (750 khz; 2.5 kw-D)—Seeks assignment of license from Emke Media Enterprises Inc. to Chance Communications Inc. for $83,658.50. Seller is owned by James Emmel, who has no other broadcast interests. Buyer is owned by group of 11, with no other broadcast interests. Filed Feb. 6.

■ WBOL(AM) Bolivar, Tenn. (CP)—Seeks assignment of license from Bolivar Broadcasting Services to Johnny Shaw and his wife, Opal, for $75,000. Seller is owned by John Latham and Ray Smith, who also own WRJB(FM) Camden, Tenn. Buyer is station's general manager. Filed Feb. 4.

■ KTXF(FM) Brownsville, Tex. (100.3 mhz; 100 kw; HAAT: 500 ft.)—Seeks assignment of license from Valley Radio Co. to Tate Communications Inc. for $2.35 million. Seller is owned by Southwest MultiMedia Corp., Houston-based group of four TV's owned by Billy Goldberg and media broker, Lester Kamin. Buyer is owned by Harvey J. Tate and seven others. Tate was formerly owner of WAAT-FM Johnstown, Pa. Filed Feb. 5.

■ KRLB-AM-FM Lubbock, Tex. (580 khz; 500 w-D; FM: 99.5 mhz; 100 kw; HAAT: 850 ft.)—Seeks assignment of license from Broadcast Holdings Inc. to The Dowe Co. for $2.9 million. Seller is owned by Jack Rich, who also owns KEZB-AM-FM El Paso. Buyer is owned by Kenneth Dowe, and his wife, Dorothy. Dowe is former owner of KLZE(FM) Los Altos, Calif. Filed Feb. 6.

■ KSEL-AM-FM Lubbock, Tex. (AM: 950 khz; 5 kw-D; 500 w-N; FM: 93.7 mhz; 100 kw; HAAT: 740 ft.—Seeks assignment of license from KSEL Inc. to Bakcor Broadcasting Inc. for $1.3 million. Seller is subsidiary of Harris Enterprises, Garden City, Kan.-based group of six AM's and six FM's owned by John P. Harris family. Buyer is owned by George Bakke and seven others. It also owns KMND(AM)-WNFM(FM) Midland, Tex. Filed Feb. 5.

■ WESR-AM-FM Onley-Onancock, Va. (AM: 1330 khz; 5 kw-D; FM: 103.3 mhz; 50 kw; HAAT: 320 ft.)—Seeks assignment of license from The Accomack-Northampton Broadcasting Co. to Eastern Shore Radio Inc. for $735,000. Seller is principally owned by Vernon H. Baker, who also owns WBZI(AM)-WLG[illegible]M) Xenia, Ohio, and WKGM(AM) Smithfield, Va. Buyer is owned by Benjamin Ferguson, Gloria Jennings and Charles F. Russell, who also own WJIC(AM) Salem and WNNN-FM Canton, both New Jersey. Filed Feb. 6.

Summary of broadcasting as of January 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,867	170	5,037
Commercial FM	3,946	418	4,364
Educational FM	1,263	173	1,436
Total Radio	10,076	761	10,837
FM translators	1,115	766	1,881
Commercial VHF TV	546	23	569
Commercial UHF TV	454	222	676
Educational VHF TV	110	3	113
Educational UHF TV	187	25	212
Total TV	1,297	273	1,570
VHF LPTV	247	74	321
UHF LPTV	163	136	299
Total LPTV	410	210	620
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

HENRY BROADCASTING CO., Inc.

has acquired

KDON-AM/FM

Salinas, California

from

Grace Broadcasting, Inc.

for

$5,000,000

Our Associate **Ray Stanfield** initiated the transaction and assisted in negotiations.

CHAPMAN ASSOCIATES
nationwide media brokers

Ray M. Stanfield: 17402 Chatsworth St. Suite 203
Granada Hills, CA 91344 • (818) 366-2554